

Message Text

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AMEMBASSY VIENNA

UNCLAS PRAGUE 1970

COMMERCE FOR BEWT/TPD (ROBB); VIENNA FOR USEWTD0

E.O. 11652: N/A

TAGS: BEXP, CZ

SUBJ: EMBASSY EVALUATION OF INCHEBA CHEMICAL TRADE FAIR

REFS: A) PRAGUE 1782, B) PRAGUE 1481 (NOTAL), C) PRAGUE 1433
(NOTAL)

1. EIGHTH ANNUAL INCHEBA CHEMICAL TRADE FAIR HELD IN BRATISLAVA
JUNE 26-JULY 2 INCLUDED BUSINESS DEVELOPMENT OFFICE (CATALOGUE
SHOW) MANNED BY TWO USDOC-BEWT
OFFICERS (ROBERT CULVER, TPD,
AND DR. JACK ANDERSON, TDAD) AND EMBASSY SENIOR COMMERCIAL
FSL (JIRI FRANTAL). EMBASSY UNDERSTANDS CULVER WILL PREPARE OWN
REPORT, COPY OF WHICH WE WOULD WELCOME. FOLLOWING IS SUMMARY
OF EMBASSY IMPRESSION OF EVENT.

2. ADMINISTRATIVE ARRANGEMENTS AND SUPPORT FOR TRADE FAIR PROVIDED
BY INCHEBA FTO WERE FAR FROM ADEQUATE. MANIFOLD PROBLEMS IN-
CLUDED LACK OF TELEX FACILITIES, CONSTANT DELAYS FOR ESSENTIAL
SERVICES, INADEQUATE SPACE IN BOOTH, SUBSTANDARD HOTEL ACCOM-
MODATION AND RESTAURANT FACILITIES, AND GENERAL ADMINISTRATIVE
CHAOS WHICH AGGRAVATED PHYSICAL DISCOMFORT CAUSED BY ABNORMALLY
TORRID WEATHER.

3. DESPITE THESE PROBLEMS, EMBASSY BELIEVES BDO MADE VERY
VALUABLE CONTRIBUTION TO OUR EFFORTS TO PROMOTE U.S. EXPORTS TO
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IMPORTANT CHEMICAL INDUSTRY. BDO WAS USEFUL SEQUEL TO SUCCESSFUL

PLASTIC PRODUCTION TSS IN MAY (REF C), WHICH REACHED MANY OF SAME ENTERPRISES. NUMBER OF VISITORS TO U.S. BOOTH, ALMOST ALL RESULT OF INVITATIONS PREPARED AND MAILED BY EMBASSY TO ABOUT 300 ADDRESSEES, WAS GRATIFYING. SINCE CHEMICAL/PETROCHEMICAL SECTOR IS PRIORITY TRADE PROMOTION TARGET FOR US (REF A), EMBASSY BELIEVES WE SHOULD CONSIDER PARTICIPATION IN INCHEBA IN 1977 DESPITE ADMINISTRATIVE PROBLEMS, WHICH FAIR AUTHORITIES HAVE PROMISED TO REMEDY IN FUTURE.

4. ONE PROBLEM WHICH MUST BE RESOLVED WHEN WE NEXT STAGE RDO (PARTICULARLY IN BRATISLAVA) CONCERNS MAILING OF COMPANY CATALOGUES. EMBASSY HAS DISCUSSED THIS WITH VISITING BEWT OFFICIALS (GEORGE AND ELLIS) AND WITH NEW USEWTD0 DIRECTOR LILL IN VIENNA. TO AVOID ANOTHER SERIOUS STRAIN ON APO FACILITIES, EMBASSY SUGGESTS THAT CATALOGUES FOR FUTURE BDO'S BE GROUPED TOGETHER IN WASHINGTON AND SENT BY AIR FREIGHT RATHER THAN MIXED IN WITH EMBASSY APO MAIL. FOR BDO'S IN BRATISLAVA, ABOUT 40 MILES FROM VIENNA, WE SUGGEST MATERIALS BE SENT TO USEWTD0 VICE EMBASSY TO AVOID LONG HAUL BY TRUCK FROM PRAGUE TO BRATISLAVA (ABOUT 225 MILES).
BYRNE

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